

Is forest value chain management still of any value today?

Division 3 - Forest Operation Management - Unit 3.04.00

28 September 2021, 23:15 - 23:45 UTC

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ABSTRACT

The objectives of value chain planning are to capture new business opportunities through an optimum deployment of the resources that make up the chain, and to improve benefits by reducing operating costs and increase customer satisfaction. To do this, value chain planning relies on the synchronization of operations and the sharing of information between business units in the chain. A value creation chain or network in the forest products industry includes all the business units involved in the supply, production, distribution, sale, and recovery of a product for a market.

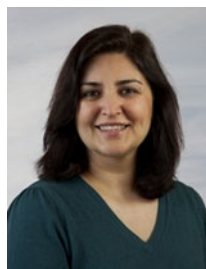
Value chain management and optimization (VCMO) attracted considerable attention in the early 2000s. Because of its multidisciplinary nature, VCMO provided a meeting ground for forest management specialists, logisticians, forest engineers and systems engineers. The research community has expanded beyond the more traditional forest sciences. VCMO has grown into a mature research domain and gone beyond the «hype» it generated a decade or two ago.

During this live session, three leaders in the field of forest value management will share their views on how VCMO might be relevant to address issues such as climate change, wealth creation and sustainable development.

KEYWORDS

- Forest Operations
- Sustainable Forest Management
 - Forest Economics
 - Forest Engineering

SPEAKERS



Taraneh Sowlati, Ph.D., P. Eng.

Dr. Taraneh Sowlati is a Professor in the Department of Wood Science, Faculty of Forestry at the University of British Columbia (UBC). She received her Ph.D. in Industrial Engineering/Information Systems from the University of Toronto in 2001, when she joined UBC as a faculty member. She is a professional engineer and established the Industrial Engineering Research Group at UBC, where graduate students and research scholars work on research projects under her supervision. Over the past decade, the focus of her research has been on biomass supply chains. Most of her current projects are related to utilizing forest-based biomass to generate value added bio-products and optimizing their supply chains. Taraneh has collaborated with different research groups, research institutes, and companies in Canada and abroad on these projects.



Mikael Rönnqvist, Ph.D.

Mikael Rönnqvist is a professor in industrial engineering at Université Laval (Département de génie mécanique). He currently holds a Canada Research Chair (tier 1) in Operations Research in Natural Resources. He is a member of the research organisations/networks FORAC, CRDM and CIRRELT. His research interests are in the areas of industrial and practical use of Operations Research. He has been involved in the development of many industrial decision support systems based on optimization, in particular in the forest

industry. Professor Rönnqvist completed his Ph.D. in optimization at Linköping University (Sweden) in 1993. He has held academic positions in Sweden, New Zealand, Norway and Canada.



Luc LeBel, Ph.D. MEA
Director, FORAC

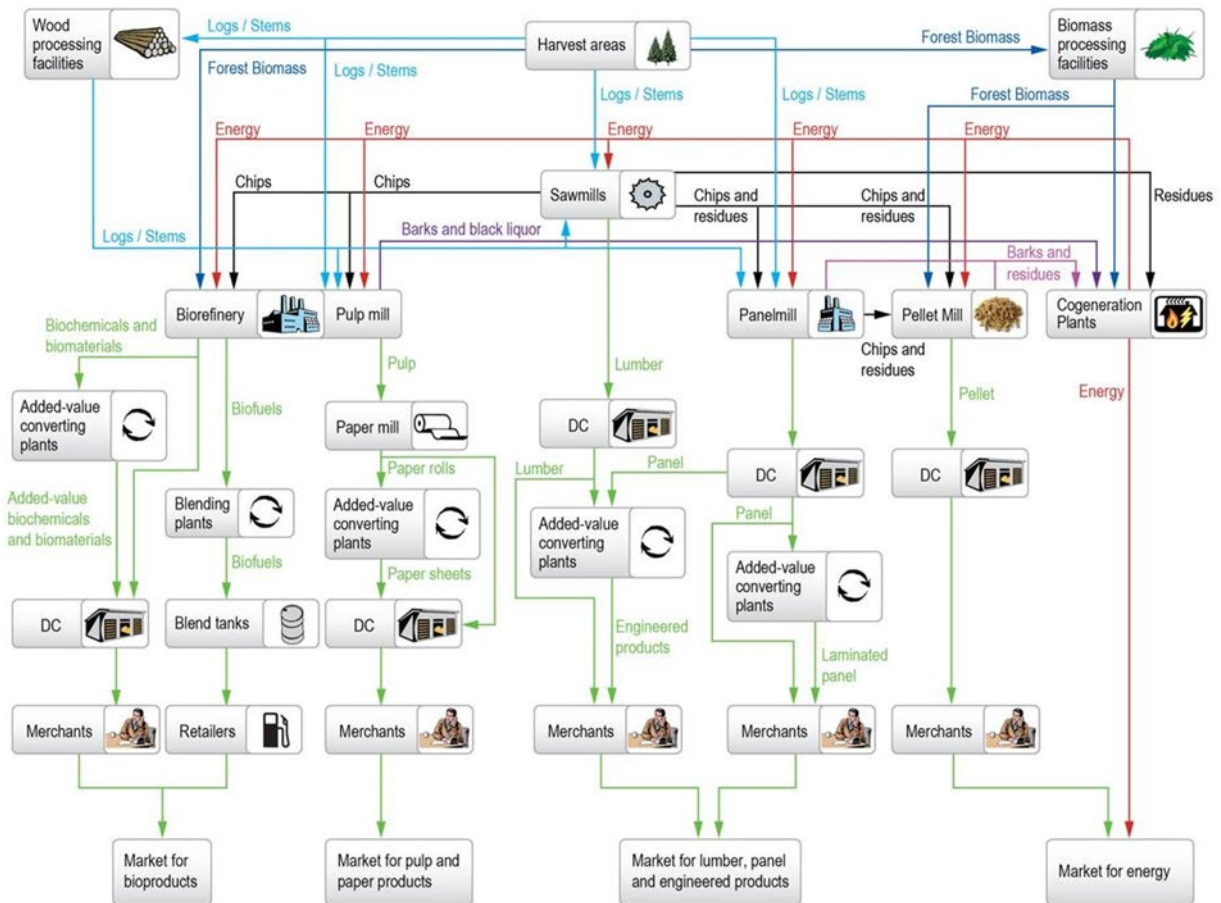
Luc LeBel is a graduate from Université Laval in forest operations. He also has a master's degree in Engineering Administration, a Master's of Science in forestry, and a Ph.D. in forestry and forest products from Virginia Polytechnic Institute (Virginia Tech). He is the director FOR@C (Forest to Customer), a centre of engineering and management expertise for the advancement of the Canadian forest products industry through developing new technologies and business models). His main research area is concerned with wood procurement systems analysis and global forest value chain optimization. In 2013 he was named «Forest engineer of the year» by Quebec's order of forest engineers.

PROGRAM

Three experts will highlight one or two key achievements in value chain optimization. Those projects highlighted will involve industrial partners and government agencies. The panel will have a duration of 15 minutes. Discussion with the experts will be possible following the 15 minutes presentation.

Credits: L. LeBel

Caption: The forest value chain: from forest to customers



The forest value chains and its main value streams

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